



Senior Digital Marketing Manager

Position type: Regular full time (exempt)

Reports to: Chief Marketing & Communications Officer

Location: Flexible / Remote within California

Who We Are

We're passionate about Yosemite — and about helping all people connect with, learn about, and take care of the park. As a member of the Conservancy team, you'll be making a difference for Yosemite every day. We work together to provide enriching visitor programs and services, and to support projects that protect wildlife, restore trails and habitat, advance scientific research, inspire visitors, and much more.

Position Summary

The Senior Digital Marketing Manager has in-depth knowledge of digital platforms and trends and plays a central role in growing our reach and engagement across all digital channels. They lead the Conservancy's email marketing, paid digital advertising strategy, and a variety of website-related work.

This position works closely with colleagues on the marketing team — supervising our Digital Marketing Coordinator and our web consultant(s) — and across the organization to develop and launch strategic digital marketing and communications tactics, including:

- Leading our transition to HubSpot.
- Recommending and implementing strategies for user journeys, drip campaigns, marketing funnels, and target audiences, as well as paid advertising and social media campaigns.
- Developing content and strategy for email blasts, e-newsletters, and welcome series.
- Partnering with our web consultant(s) to recommend website functionality improvements and to test and implement changes.
- Collaborating with team members and consultants to produce and share engaging video content.
- Tracking and reporting on trends, analytics, and learnings related to our digital platforms.

The Conservancy marketing team thrives on collaboration. Each role takes the lead on specific projects but is designed to be flexible. Specific responsibilities might shift year to year (or even month to month), depending on each person's capacity and the organization's needs. We work together to create and share informative, inspiring content that keeps our community excited about the Conservancy and engages potential new supporters.

What You'll Do

The Senior Digital Marketing Manager reports to the Chief Marketing & Communications Officer and is responsible for the following:

Leads:

- **Email marketing and communications:** Manages the writing, production, and design of external emails, including monthly e-newsletters and targeted updates on in-park programs or Yosemite news. Maintains recipient lists and subscriber data. Works closely with Development team members to establish an integrated and cohesive organizational email marketing strategy with a focus on subscriber acquisition and audience segmentation.



- **Digital marketing:** Works with CMCO/marketing team and third-party agencies to identify and execute the Conservancy's paid advertising strategy. Manages website Search Engine Optimization, Google Ads, and other digital marketing campaigns, including paid social media ads.
- **Web strategy:** Develops website strategy and annual planning for our website. Guides collaborative efforts to reflect the brand essence of Yosemite Conservancy and drive fundraising and marketing and promotional initiatives detailed in the annual plan. Develops and implements strategy around SEO.
- **Website management:** Oversees day-to-day management of website, works with developer and relevant consultants to ensure smooth running and performance. Creates analytics reports to ascertain where improvement could be made and to highlight successes.

Supports:

- **Content strategy:** Collaborates with the Director of Communications/marketing team to help develop and implement cross-channel content strategy, including for Conservancy social media channels. Supports the conceptualization, design, and production of the Conservancy's biannual donor magazine; collaborates with marketing team on project management. Contributes writing and editing as needed and helps manage photo and video assets.
- **Organizational initiatives:** Assists in board/council engagement and annual planning, as needed. Supports the CMCO on projects as requested.

Who You Are / Keys to Success (the must-haves)

To be successful in this job, you will excel in these areas:

Hard skills:

- Demonstrated experience in constituent relationship management (HubSpot, Raiser's Edge, etc.) and email marketing, including audience segmentation and creating custom content, drip campaigns, welcome journeys for core constituencies, and more.
- Demonstrated experience managing digital campaigns, including but not limited to planning, testing, implementation, monitoring, and evaluation; as well as placement of paid digital and social ads, audience research, etc.
- Proficient in making website updates, SEO, and content creation that drives organic search.
- Skilled with website analytics; development of management reports based on data analysis.
- Comfort with tools such as HubSpot, Airtable, Sprout Social, WordPress, Google Analytics, social and digital analytics, etc.
- Experience in social media management and strategy.
- Excellent computer skills including MS Office Suite. Skilled using web content management systems, including WordPress.

Soft skills:

- Committed to continual learning and teaching, to the Conservancy mission, and to advancing a culture of inclusion in the organization and in Yosemite.
- Excellent communication and relationship skills with a variety of internal and external stakeholders.
- Collaborative, creative and flexible.
- Self-starter who displays initiative in taking on new projects as requested.
- Creative thinker and open-minded problem solver with a calm and flexible demeanor
- Able to prioritize, quickly manage multiple projects, and meet multiple deadlines.



The following are plusses, but not requirements:

- 5–7 years experience in the nonprofit sector or in a cause-oriented field preferred, but not required.
- Bachelor’s degree in marketing, communications, journalism, public relations, or related area preferred, but not required.
- 1-3+ years of supervisory experience.
- Knowledge of html is a plus.
- Familiarity with Adobe Creative Suite is a plus.
- Familiarity with nonprofit fundraising

Working Conditions

- Primarily desk-/computer-based, with regular meetings (in person, or via video or phone).
- Occasional travel to Yosemite (and/or San Francisco, if based remotely) for meetings, photo/video shoots, and general relationship-building with the park and with colleagues, which could involve weekend and evening hours and travel on uneven ground.
- Potential to lift, carry, or otherwise move objects weighing up to 30 pounds.

What Else You Should Know

We value diversity among our staff just as we value it among park visitors. As such, Yosemite Conservancy is an equal opportunity employer, and we encourage people of all backgrounds to apply to join our team. We especially encourage people of color, LGBTQ people, transgender and gender non-conforming people, and people with disabilities to apply.

The position is full-time and can be based remotely within California, with core work hours on Pacific Time. We travel a couple times per year to co-work and meet with park-based staff.

The salary for this position starts at \$73,000 for Central Valley/greater Yosemite region, \$86,000 for Los Angeles region, and \$90,000 for San Francisco region, with exact salary depending on experience and location.

We also offer excellent benefits, including:

- 11 annual holidays and 2 floating personal days
- 100% paid premiums for employee health insurance
- Vision and dental insurance
- Basic life insurance
- Vacation and sick leave
- Retirement program (following one year of employment)
- Annual National Parks pass
- Stipends to visit Yosemite National Park twice a year
- and more

How to Apply

Please fill out [this form](#) by **midnight Sunday, May 7, 2023 to apply**. The form includes a short questionnaire and a place to upload your cover letter and resume. All applications will be reviewed when the application period closes.